In the Claims:

1-38.   (Cancelled).

39.   (Previously Presented) A method of operating a server to provide a customized broadcast comprising:

maintaining a user profile including information relating to a preference of a user associated with the user profile;

maintaining a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to a user device and a time at which each broadcast element of the at least a portion of the plurality of broadcast elements was previously played by the user device;

without selection from the user device, automatically selecting a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile and the user listening history; and

transmitting the plurality of broadcast elements to the user device;

wherein the plurality of broadcast elements further comprise a personalized broadcast element that includes a reference to a name of the user associated with the user device.

40.   (Previously Presented) The method of claim 39 wherein the plurality of broadcast elements further comprise a weather broadcast element.

41.   (Previously Presented) The method of claim 39 further comprising modifying the information in the user profile based on the plurality of broadcast elements that are selected automatically.

42.   (Previously Presented) The method of claim 39 further comprising:

without selection from the user device, automatically selecting an alert broadcast element selected from a group consisting of a weather alert broadcast element, a traffic alert broadcast element, and a stock price alert broadcast element based on the user profile;

halting transmission of one of the plurality of broadcast elements to the user device prior to completion of the transmission of the one of the plurality of broadcast elements; and

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transmitting the alert broadcast element to the user device while the transmission of the one of the plurality of broadcast elements is halted.

43.   (Previously Presented) The method of claim 39 wherein the user profile includes information indicating a preference of a frequency of selection and transmission of a plurality of types of broadcast elements.

44.   (Cancelled)

45.   (Previously Presented) The method of claim 39 further comprising iteratively repeating without selection from the user device, automatically selecting and transmitting the plurality of broadcast elements to the user device.

46.   (Previously Presented) The method of claim 39 wherein the plurality of broadcast elements are sequentially transmitted to the user device.

47.   (Previously Presented) The method of claim 39 wherein automatically selecting the plurality of broadcast elements further comprises selecting a disc jockey introduction broadcast element, and mixing the disc jockey introduction broadcast element with the song broadcast element such that the song broadcast element includes the disc jockey introduction broadcast element.

48.   (Cancelled)

49.   (Previously Presented) A server for providing a customized broadcast comprising:
       a network interface for communicating with a network; and
       a processor adapted to:
              maintain a user profile including information relating to a preference of a user associated with the user profile;
              maintain a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to a user device and a time at

which each broadcast element of the at least a portion of the plurality of broadcast elements was previously played by the user device;

without selection from the user device, automatically select a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile and the user listening history; and

transmit the plurality of broadcast elements to the user device;

wherein the plurality of broadcast elements further comprise a personalized broadcast element that includes a reference to a name of the user associated with the user device.

50. (Previously Presented) The server of claim 49 wherein the plurality of broadcast elements further comprise a weather broadcast element.

51. (Previously Presented) The server of claim 49 wherein the processor is further adapted to:

without selection from the user device automatically select an alert broadcast element selected from a group consisting of a weather alert broadcast element, a traffic alert broadcast element, and a stock price alert broadcast element based on the user profile;

halt transmission of one of the plurality of broadcast elements to the user device prior to completion of the transmission of the one of the plurality of broadcast elements; and

transmit the alert broadcast element to the user device while the transmission of the one of the plurality of broadcast elements is halted.

52. (Previously Presented) The server of claim 49 wherein the user profile includes information indicating a preference of a frequency of selection and transmission of a plurality of types of broadcast elements.

53-54. (Cancelled)

55. (Currently Amended) A <u>non-transitory</u> computer-readable medium ~~embodied as an article of manufacture and~~ encoded with software for instructing a processor to:

maintain a user profile including information relating to a preference of a user associated with the user profile;

maintain a user listening history comprising a list identifying at least a portion of a plurality of broadcast elements previously transmitted to a user device and a time at which each broadcast element of the at least a portion of the plurality of broadcast elements was previously played by the user device;

without selection from the user device, automatically select a plurality of broadcast elements comprising a song broadcast element and an advertising broadcast element based on the user profile and the user listening history; and

transmit the plurality of broadcast elements to the user device;

wherein the plurality of broadcast elements further comprise a personalized broadcast element that includes a reference to a name of the user associated with the user device.

56.   (Currently Amended) The non-transitory computer-readable medium of claim 55 wherein the plurality of broadcast elements further comprise a weather broadcast element.

57.   (Currently Amended) The non-transitory computer-readable medium of claim 55 wherein the software further instructs the processor to modify the information in the user profile based on the plurality of broadcast elements that are selected automatically.

58.   (Previously Presented) The method of claim 43 wherein the plurality of types of broadcast elements comprise at least two types of broadcast elements selected from a group consisting of: songs, introductions, news, traffic, weather, sports scores and game reports, stock prices and news, jingles and station identification, advertisements, school closings, reminders, instructions, time, date, talk/morning show, and serialized radio programs.

59.   (Previously Presented) The server of claim 52 wherein the plurality of types of broadcast elements comprise at least two types of broadcast elements selected from a group consisting of: songs, introductions, news, traffic, weather, sports scores and game reports, stock prices and news, jingles and station identification, advertisements, school closings, reminders, instructions, time, date, talk/morning show, and serialized radio programs.